

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A display sign comprising:
a main panel portion comprising a depiction of a character and a field for receiving a sign, and
an appendage portion extending from the main panel portion to point to an item, the appendage portion being shaped as, and including a depiction of, an appendage of the character depicted on the main panel portion, whereby the character appears to be pointing to the item that the sign is advertising with the appendage.
2. The display sign of Claim 1, wherein the sign is pre-printed on the field.
3. The display sign of Claim 1, wherein the field is blank.
4. The display sign of Claim 1, wherein the appendage comprises an arm of the character.
5. The display sign of Claim 1, wherein the main panel portion includes a front side and a back side, and the depiction of a character and the field appear on both the front and back sides of the main panel portion.